GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:1094
ANSWERED ON:25.11.2002
COMMITTEE TO PROMOTE TOURISM
IQBAL AHMED SARADGI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the World Travel and Tourism Council has recommended that India needs a makeover plan for tourism and the makeover must begin with the Government setting up a cabinet committee headed by the Prime Minister;

(b) if so, the details thereof and the other recommendations made by the WTTC;

(c) whether all political parties have attended the meeting called for the purpose;

(d) if so, whether the Union Government have examined the suggestions made in the meeting; and

(e) if so, the steps being taken to develop tourism in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): The World Travel and Tourism Council (WTTC) has recommended that inthe decision making process on tourism, the highest political office in the land needs to be involved in order to provide effective control and guidance. The other recommendations of WTTC for the growth of tourism in India are as follows:

i) Augmentation of airline seat availability.
ii) Simplification of visa procedures.
iii) Privatisation of existing airports.
iv) Correcting the image of India.
v) Opening of more international airports.
vi) Upgradation of basic tourist facilities.
vii) Evolving uniform taxation systems.
viii) Leveraging private sector funds and skills to maintain and market India's heritage.
ix) Marketing single ticket for all national heritage sites; and
x) Opening up accommodation sector.

(c): The recommendations were discussed in a Retreat organised by the WTTC in Agrabetween August 23-25, 2002 in which Members of Parliament belonging to differentparties, prominent Heads of media, leading opinion makers and members of the Government connected with the travel and tourism industry were present.

(d): In view of the existence of Group of Ministers on Tourism Industry & Trade,National Tourism Advisory Council and the Standing Committee of Secretaries for Tourism, it is felt that there is no need to constitute a Cabinet Committee. The advice and inspiration from Prime Minister on the question of tourism development is also taken from time to time.

(e): The Department of Tourism has the following short-term and long-term plans for the development of tourism in the country:

? Positioning and maintaining tourism development as a National priority activity.
? Enhancing and maintaining the competitiveness of India as a tourism destination.
? Improving India's existing tourism products and expanding these to meet new market requirements.
? Creation of world class infrastructure.
? Developing sustained and effective market plans and programmes.
? Special thrust to rural and small segment tourism.
? Attention to civilisational issues and issues pertaining to civil administration good governance and also of social and cultural values.

? Development of tourism circuits and improvement of wayside amenities to facilitate growth in domestic tourism.